



United States of America
FEDERAL TRADE COMMISSION
Southwest Region

1999 Bryan St., Ste. 2150
Dallas, Texas 75201

May 4, 2020

WARNING LETTER

VIA EMAIL TO info@drnuzum.com

Dr. Nuzum's Neutraceuticals
709 N. Ralstin Street
Meridian, Idaho 83642

Re: Unsubstantiated Claims for Coronavirus Prevention or Treatment

To Whom It May Concern,

This is to advise you that FTC staff has reviewed your website at <https://www.drnuzum.com/> on April 30, 2020. We have determined that you are unlawfully advertising that certain products treat or prevent Coronavirus Disease 2019 (COVID-19).

Some examples of Coronavirus treatment or prevention claims on your website include:

- In marketing materials titled "Coronavirus, COVID-19," you claim that "There are natural methods to combat this virus, Beijing is promoting traditional medicine as a 'Chinese solution' to treat coronavirus according to a CNN report.... People are reaching for natural treatment methods, globally.... The one thing that all of the experts (including Dr. Nuzum) agree on is, those with low or poor immunity are the most susceptible and that immune enhancement is the only real answer to this current pandemic of slowing and eventually stopping it."
- In marketing materials titled "Coronavirus, COVID-19," you claim that "There are ways to boost the immune system now.... Humic and Fulvic acids are paramount to their role as antiviral agents... Here is a quote, from Review of Humic Acid May 2016, outlying [sic] the connection between viruses and Humic Acid, 'In my opinion, Humic Acid is wonderful example of how the Earth has provided us with a natural remedy to address an ever-present threat in the form of viruses... it is now available as a very safe and effective means to protect against viral infections.' Fulvic Acid has had results that showed that humic/fulvic acid, when consumed before the virus invaded the body, was effective in preventing

the new generation(s) of viruses from attaching to additional host cells.”

- In marketing materials titled “Coronavirus, COVID-19,” you claim that “Silver has antiviral and microbial properties that can be beneficial at fighting the virus for those already infected. Research states, ‘Silver nanoparticles (AgNPs) are considered to be a potentially useful tool for controlling various pathogens.’”

It is unlawful under the FTC Act, 15 U.S.C. § 41 *et seq.*, to advertise that a product can prevent, treat, or cure human disease unless you possess competent and reliable scientific evidence, including, when appropriate, well-controlled human clinical studies, substantiating that the claims are true at the time they are made. For COVID-19, no such study is currently known to exist for the products identified above. Thus, any Coronavirus-related prevention or treatment claims regarding such products are not supported by competent and reliable scientific evidence. You must immediately cease making all such claims.

You are also advised to review all other claims for your products and immediately cease making claims that are not supported by competent and reliable scientific evidence.

Within 48 hours, please send a message to James E. Elliott via electronic mail at jelliott@ftc.gov describing the specific actions you have taken to address the FTC’s concerns. If you have any questions regarding compliance with the FTC Act, please contact Zachary A. Keller at zkeller@ftc.gov.

Very truly yours,

Dama J. Brown
Regional Director
Southwest Region